

MINUTES

REGULAR MEETING OF CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION THURSDAY, OCTOBER 15, 2009 7:30 PM

CALL TO ORDER AND ROLL CALL

Chair Bonta called the meeting to order at 7:30 p.m.

Present: Chair Bonta. Commission Members: Breuer, Dahlberg, Lindsey, McKean, Reeves, and Ryan

Absent: Commission Members: Harrison and Viehweg

Staff: Eric Fonstein and Rosemary Valeska

MINUTES

2.a. Minutes of the Regular Meeting of September 17, 2009

Motion (Dahlberg), seconded, and unanimous (with abstention by Breuer) to approve the minutes of the Regular Meeting of September 17, 2009 as submitted.

The Chair announced changes to the agenda order. Item 6a would go first, followed by Item 5a, and then Item 6b.

CONSENT CALENDAR

(None)

ORAL COMMUNICATIONS – PUBLIC

Dave Duffin discussed his concerns regarding the Navy's and other agencies' requirements relating to the filming of the TV show *Trauma* at Alameda Point.

UNFINISHED BUSINESS

5.a. Request for Endorsement and Referral to the City Council of the Report by the Business Attraction Subcommittee

Former EDC Member Donna Milgram, who had been the chair of the Business Attraction subcommittee, was in attendance to officially present the report to the EDC for its review and recommendation. The report emphasized the importance of the role of a website in business attraction. There was general discussion regarding how an enhanced website would assist in improving customer service and streamlining the development process. This had also been noted in the business survey portion of the Business Retention Subcommittee's report. Commission Member Reeves

stated that even though this had been addressed in the Business Retention Subcommittee's report, it should also be part of the Business Attraction report. Motion (Reeves), seconded and unanimous that the EDC endorse the Business Attraction Subcommittee's report and refer it to the City Council with the addition of a paragraph stating that the City should be promoting customer service to attract new business and that on-line customer service should be a part of this. Ms. Milgram volunteered to draft the additional paragraph to the report in time to meet the deadline for the November 17 City Council meeting. Ms. Milgram also stated that she would plan on attending the City Council meeting to represent the subcommittee.

NEW BUSINESS

6.a. Presentation by the Interim City Manager regarding Alameda Point

Interim City Manager Ann Marie Gallant (ICM) stated that earlier today, the County had returned SunCal's initiative for the ballot, indicating that it was approved to go on the March 2010 ballot. In the meantime, the City is carrying out parallel track negotiations with the Navy and SunCal. The Exclusive Negotiation Agreement (ENA) with SunCal will expire in July 2010. City staff will not officially comment on SunCal's initiative. The City Council directed staff to prepare an analysis of SunCal's initiative, per the California Election Code. Parts I and II of the analysis were included in the packet for this meeting. Regarding the Mayor's press release this week regarding her withdrawal of support for the SunCal initiative, the ICM stated that the Mayor was only speaking for herself and that this did not reflect the official views of the City Council. Commission Members' comments and questions were as follows:

- Commission Member Reeves asked if the election had to be held before the ENA expires. The ICM responded that the election had nothing to do with the ENA process.
- Commission Member Reeves asked if the City could move the election out beyond March like they did with the Fire initiative. The ICM responded no - the City was allowed to move the Fire initiative further out, as that initiative would have a direct financial impact on the City.
- Commission Member Dahlberg asked if the City's election report dealt with Alameda Point lease revenues. The ICM responded that it did not. She added that nothing was a "done deal" until the business terms were agreed to.
- Commission Member Reeves asked if the initiative could be amended. The ICM responded no - now that it has been qualified for the ballot, it is the people's initiative and cannot be changed.

- The Chair asked what would happen if the initiative failed. The ICM responded that per the ENA, the developer has several options, which could include a Measure-A-compliant plan.
- Commission Member Breuer indicated that he was concerned about how often the word “assumes” was used in the City’s analysis.
- Commission Member Ryan expressed concerns regarding the amount of contamination and radiation at Alameda Point. The ICM stated that the Navy is responsible for the clean-up and has expended approximately \$120 million.
- Commission Member Reeves stated that it was his understanding that the Navy wants to charge San Francisco a higher amount for Treasure Island. The ICM responded that she could not answer about Treasure Island; however, regarding Alameda Point, the Navy has a number in mind but that is based on SunCal’s proposal. The Navy has not yet done its own appraisal.
- Commission Member Dahlberg asked how often the City negotiated with the Navy. The ICM responded that she talks with the Navy about twice a month. She added that the Navy had indicated positive feelings about their dealings with City staff.

The Chair thanked the ICM for her presentation. This item was presented for information, only; no EDC action was requested.

6.b. Presentation by the Economic Development Director regarding
Redevelopment Funds and the State Budget

Economic Development Director Leslie Little gave the presentation regarding the history of redevelopment in Alameda. Hard copies of PowerPoint handouts were distributed at the meeting. This presentation will continue to be refined for presentation to the business associations and other groups. Ms. Little also discussed the California Redevelopment Association’s (CRA) lawsuit against the State. A copy of CRA’s press release had been included in the meeting packet (Item 8c). Copies of a handout prepared by CRA were also distributed, showing a breakdown of each county’s portion of the \$2.05 billion redevelopment cuts, with a total estimated job loss of 198,813. Ms. Little also noted that the League of California Cities would soon start gathering signatures for a November 2010 ballot initiative to protect local dollars. This item was provided for information, only; no EDC action was requested.

REPORTS

(None)

WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

8.b. Redevelopment Magazine

8.c. *State of California Drops Appeal in 2008 Redevelopment Case*, California Redevelopment Association Press Release, September 28, 2009

8.d. *Alameda Theatre's rebirth sparks renaissance*, SFGate.com, September 6, 2009

8.e. *San Jose and other redevelopment agencies across California score a victory vs. the state – for now*, MercuryNews.com, September 30, 2009

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

Mr. Fonstein reported the following:

- The Park Street and Buena Vista Avenue utility undergrounding project should be starting in about a month. The project should take eight to 12 weeks to complete.
- The grand opening ceremony for the Shinsei Gardens affordable apartment complex at Bayport is scheduled for Tuesday, October 27.
- Alameda Municipal Power will be rolling out a new business retrofitting program.

Commission Members' questions/comments:

- Commission Member Lindsey asked about the status of Target at Alameda Landing. Ms. Little responded that there was now an executed letter of intent between Target and Catellus.
- Commission Member Ryan asked about the status of Orchard Supply Hardware at Alameda Towne Centre. Ms. Little responded that no new work has occurred on that project. Orchard's parent company (Sears) is not opening any new stores at this time.

ADJOURNMENT

The meeting was unanimously adjourned at 9:55 p.m.

Respectfully submitted,

Rosemary Valeska
EDC Recording Secretary

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